



## Travel Michigan Update

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February 2007

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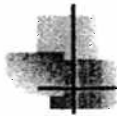


## Michigan Tourism Industry

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- #7 state for both leisure and all travel (business and leisure)
- Visitors spend \$17.5 billion traveling Michigan (leisure travel is \$12.6 billion of that total)
- That spending funds 193,000 jobs statewide
- And generates \$971 million in state tax collections

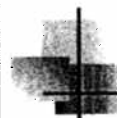
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## Travel Michigan

- Advertising
- Public Relations – WJR, “fam tours”
- 13 Welcome Centers – millions of brochures distributed annually
- *Michigan Travel Ideas* magazine
- *michigan.org* website, email newsletter
- *travelmichigannews.org* – free, monthly travel industry enewsletter – sign up!

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## Travel Michigan FY '07 Budget

- Total Promotion Budget is \$13.2 million
  - \$5.7 million from GF Promotion Fund
  - \$7.5 million from 21<sup>st</sup> Century Jobs Fund (second half of special \$15 million appropriation)
  - Moved up from 31<sup>st</sup> to 14<sup>th</sup> in state tourism budget ranking
  - End of 21<sup>st</sup> Century funding

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## Travel Michigan FY '07 Budget

▪ Chicago	\$3.8 million
▪ Cleveland	\$620,000
▪ Indianapolis	\$522,000
▪ Cincinnati	\$574,000
▪ Milwaukee	\$526,000
▪ Ontario	\$583,000
▪ Michigan	\$1.8 million
▪ Partnership ads	\$780,000

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## Travel Michigan FY '07 Budget

▪ Pay-per-click	\$200,000
▪ Golf Promotion	\$465,000
▪ Public Relations	\$300,000
▪ Publications	\$700,000
▪ Production	\$700,000
▪ Agency Fee	\$1 million
▪ Misc Promotions	\$486,000

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## 2006 Advertising Partnerships

- 22 partnerships, representing more than 50 destinations
- Grown from 3 partnerships in 2002
- \$650,000 of private sector investment
- Joint Travel Michigan/partner television, radio, print, billboard and online advertising

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## Travel Michigan FY '07 Budget

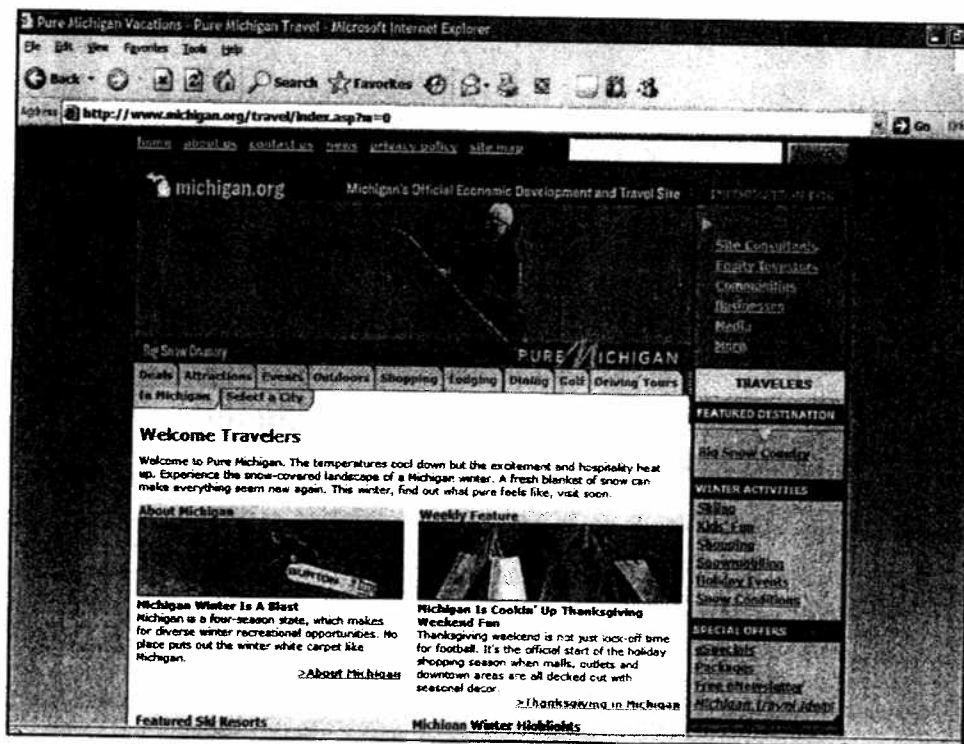
- Competitors spend more
  - Illinois - \$48 million
  - Pennsylvania - \$33 million
  - West Virginia - \$23 million

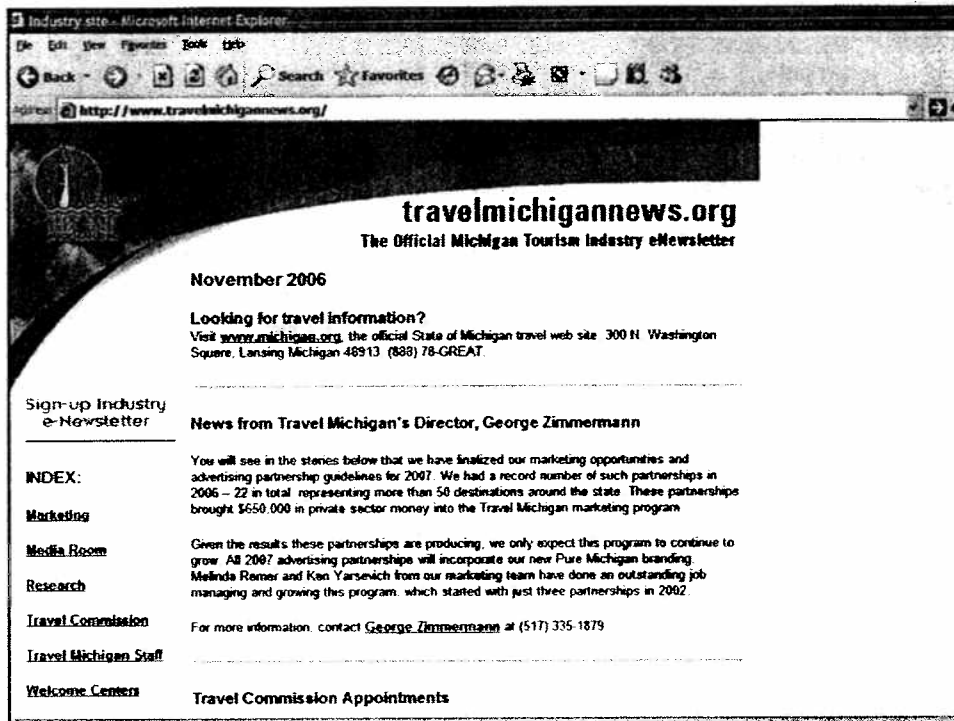
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## 2006 Initial Results

- Statewide hotel occupancy in 2006 was 53.9%, up 1% from 2005 (U.S. average was 63.4%)
- Average Daily Rate (ADR) at Michigan hotels in 2006 was \$79.24, up 5.6% from 2005 (U.S. average was \$97.31)
- User sessions on michigan.org were 10.4 million in 2006, up 47% over 2005 (two-thirds of visitors to the site travel in Michigan after using the site)
- Advertising ROI and tourism volume data coming

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## Travel Michigan FY '07 Budget

- 21<sup>st</sup> Century Funding made possible:
  - Increased advertising in traditional markets (Chicago, Indy, Cleveland, Michigan)
  - Advertising in new markets (Cincinnati, Milwaukee, Ontario)
  - Creation of the new Pure Michigan branding

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## Pure Michigan Branding

- Brand Objective:  
**The Heartland's Premier Vacation Destination**
- Conceptual Target: **Getaway Artists.** People who put thought into turning their vacation (or long weekend) into the richest possible experience they can get for their time and money.
- Core Desire: **Transport Me.** There's plenty to do back home. Their vacation destination should feel more like a special place that takes them out of their everyday routine. They want to be transported.

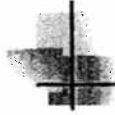
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## Pure Michigan Branding

- Role of Brand: **An Authentic Destination.** All states have places to go for golfing, fishing, shopping, sight seeing, etc. But only Michigan is an entire (and big) state that feels like a vacation destination is supposed to feel.
- Compelling Truth: **A Perfect World In Your Own Backyard.** Surrounded, protected and nurtured by the world's largest system of fresh water lakes is a place less like everything is and more like everything was meant to be.
- Selling Idea: **Pure Michigan.** In our overdeveloped, stripmalled and Starbucked world, one state still feels magic, mythic, authentic, untamed, unspoiled, uncompromised, timeless and true . . . pure Michigan.

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## Pure Michigan Means

### ■ Abundant Natural Beauty

- Michigan is a state blessed with the riches of unspoiled nature: the world's longest freshwater coastline, lakes that feel like oceans, shimmering beaches, forests bursting with autumn color, miles and miles of cherry orchards, glorious sunrises and sunsets, daytime skies of the deepest blue, nighttime skies scattered with stars.

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## Pure Michigan Means

### ■ Authentic Destinations

- Michigan is alive with the kind of places that reveal special meaning: Motown's Hitsville, our lighthouses, Frederik Meijer Gardens and Sculpture Park, our beachtowns, Mackinac Island, Greenfield Village and so much more. These places remind us of the deep values that define our essential human nature . . . and can only be found in Michigan.

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## Pure Michigan Means

- Unique Experiences

- Michigan offers guests a near infinite array of moments that live forever in memory (like seeing sunrise over the Mackinac bridge, feeling the full power of the Diego Rivera murals, giving yourself up to the awe of our Great Lakes coastline). People are drawn to Michigan because it moves them in ways that everyday life cannot.

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## Pure Michigan is

- Majestic
- Mythic
- Magical

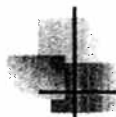
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## Pure Michigan Concept Testing

- Research firm surveyed 357 consumers in new markets: Cincinnati, Milwaukee and Ontario
- Each had taken at least one overnight trip in the last 12 months
- Their reaction to the Pure Michigan branding/ads:  
"Response among our travelers to the *Pure Michigan* concept is very positive. In fact, most love it!"
- 63% said the campaign would make them more likely to visit Michigan

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## The Ultimate Goal

I ♥  
NY®

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## Pure Michigan Creative Executions

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- TV
- Radio
- Print
- Billboards/Wallscapes/Bus wraps
- michigan.org website

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## Print

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There are still places that can slow the world down just long enough for us to catch our breath. Reconnect with what really matters at one of over 11,000 inland lakes or along more freshwater coastline than any other state in the country. Find out what pure feels like.

**PURE MICHIGAN**  
Your trip begins at michigan.org

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There's no better place to be yourself than a place that actually allows it. Where dress codes aren't part of the vocabulary and comfort always comes first. Where Michigan's 11,000 lakes prefer you as is, and 19 million acres of forest tend to agree. This summer, find out what pure feels like.

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Nothing can take your breath away like the sculpted fairways and the majestic views of a Michigan golf course. No matter how forgettable your score, the night from the first tee at sunrise will last forever. More than 900 public courses are waiting for you. Find out what pure feels like.

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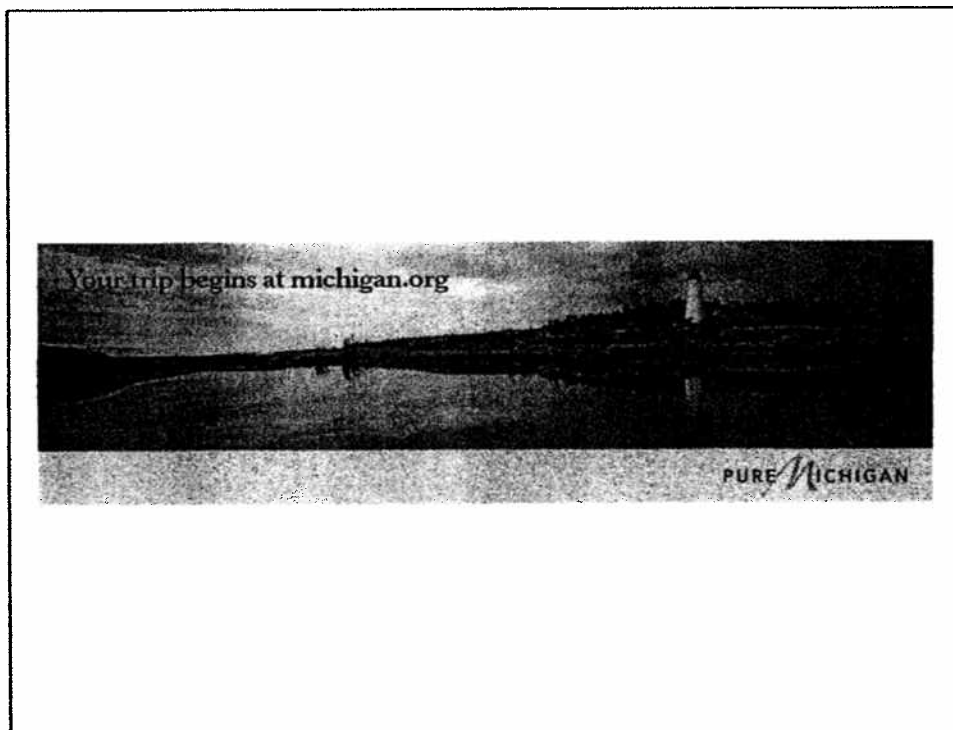
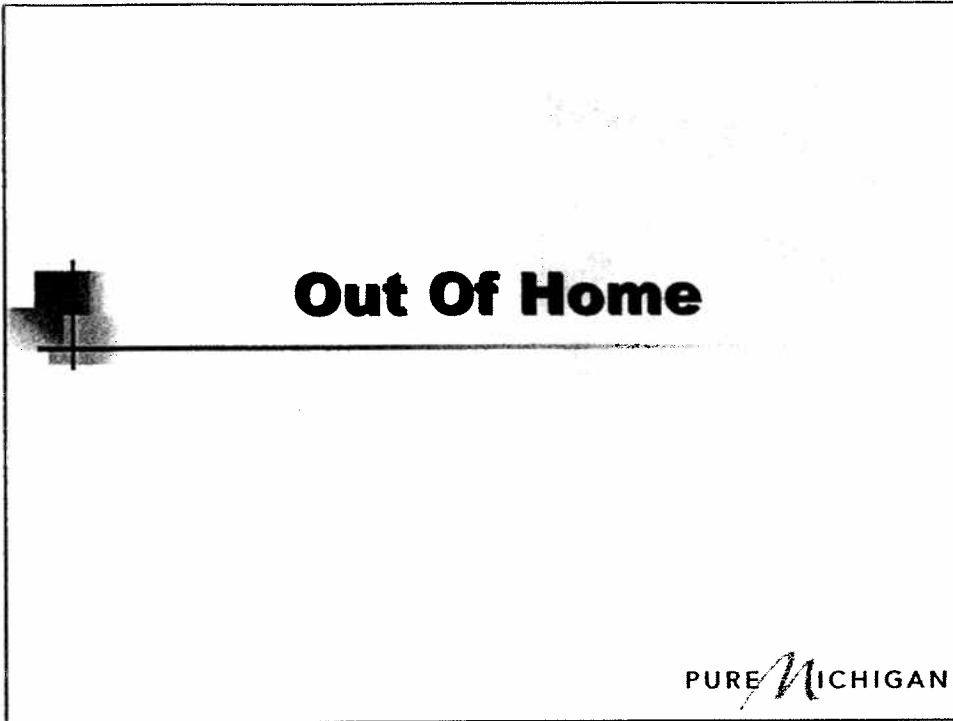


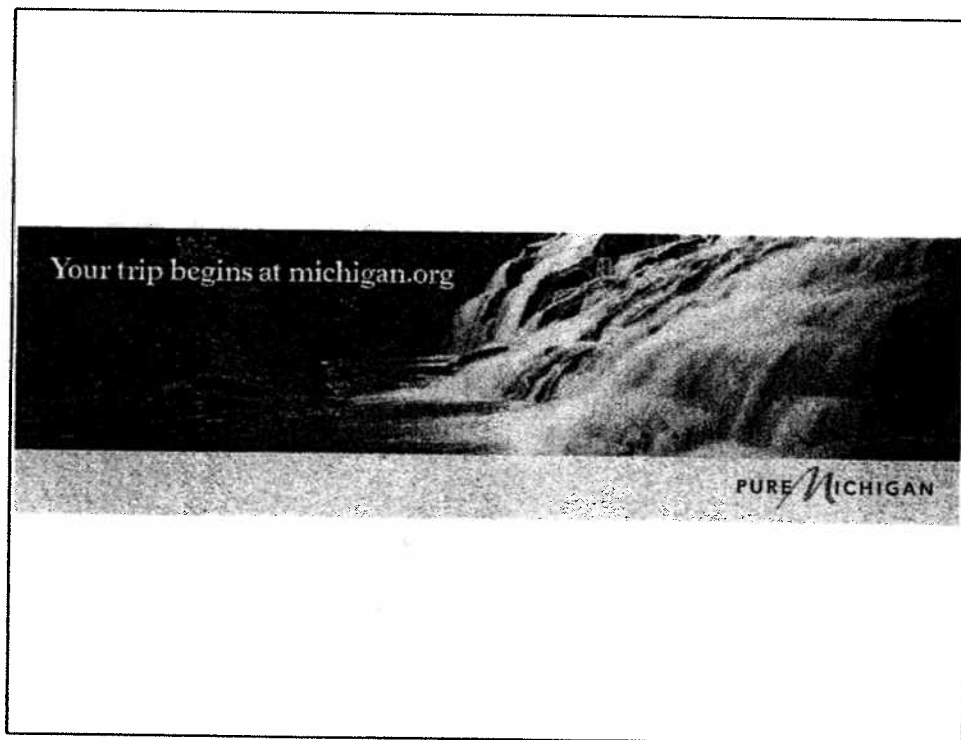
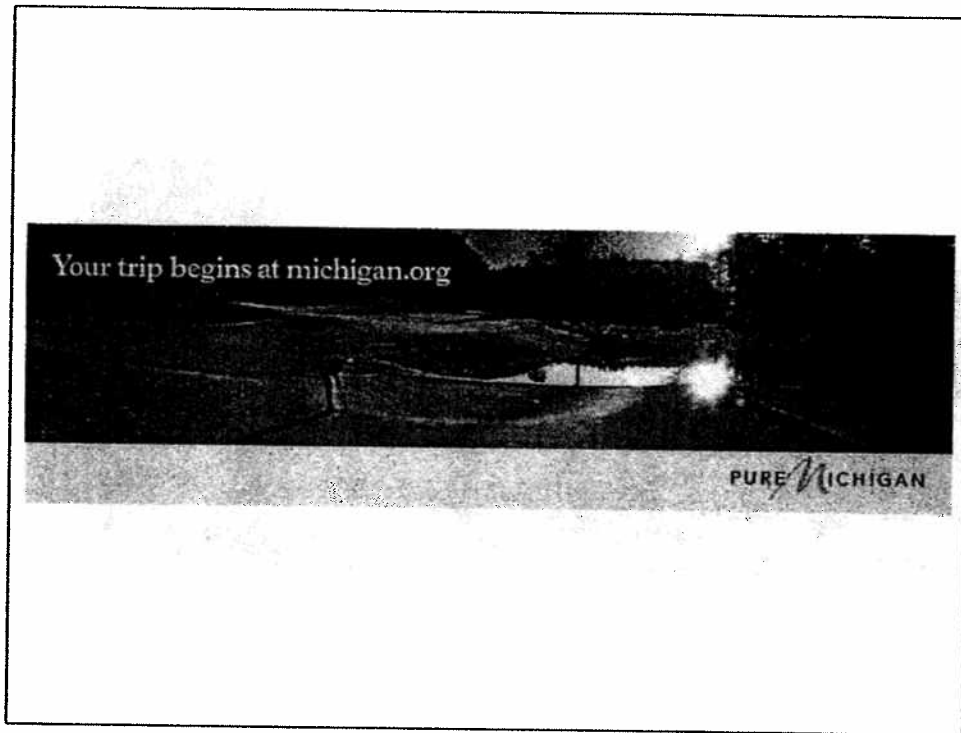
It's amazing how a change of scenery can change your perspective. Immerse yourself in a land of crystal water, unwalked trails and colors that didn't come from a paint can. A land called Michigan. Home to 11,000 inland lakes and 9.3 million acres of pristine forest. Find out what pure feels like.

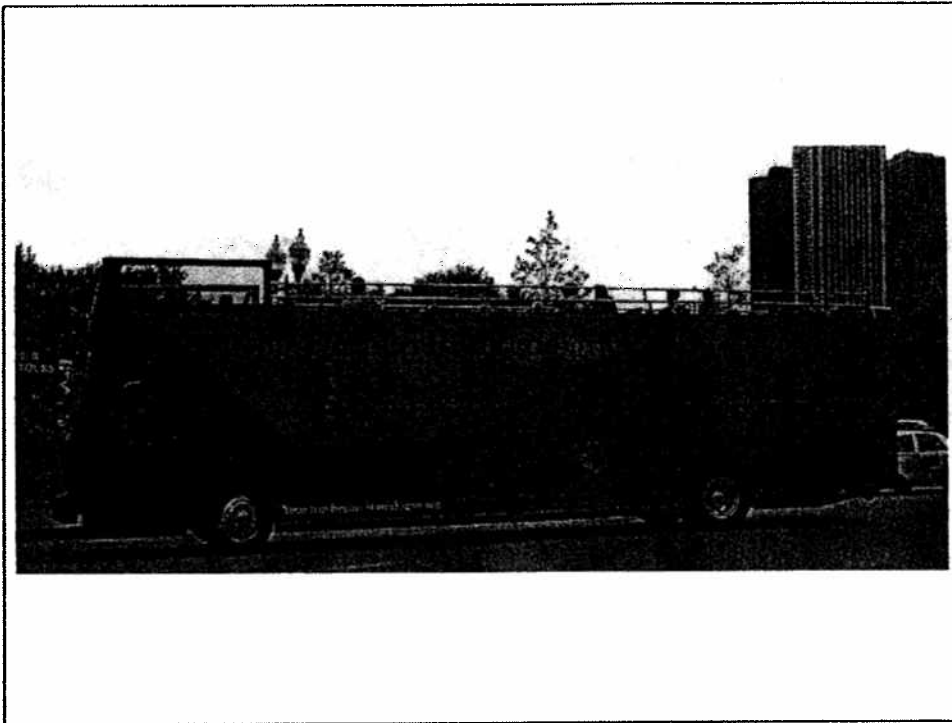
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## Media Response to Pure Michigan



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## Consumer Reaction to Pure Michigan

### An email from Ontario:

"I live in Cambridge, Ontario and quite frequently hear radio ads for Michigan.org. Whether they invite me to the golf courses or the peaceful waters, these ads are INCREDIBLE! I have yet to hear a campaign evoke such distinct emotions. I WANT TO TRAVEL TO MICHIGAN NOW!!!"

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## Consumer Reaction to Pure Michigan

### An email from Wisconsin:

"We (my family and I) think your ad campaign 'Pure Michigan' is just fantastic. The message is 'pure' and simple and we are personally envious because we'd like Wisconsin to come up with something equally appealing and enticing. Thank you for the great ads -- especially on the radio -- it makes a long commute home in the evening seem more pleasant. In fact, we turn the radio up when your ads come on because they give such a welcoming and relaxing feeling to all. Thank you again - I'm sure we'll be visiting your great state sometime soon."

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## Consumer Reaction to Pure Michigan

"I just heard the Pure Michigan nickname radio ad for the second time today. I LOVE it. It makes me feel proud of the places that I have connection with, and curious about the places that I haven't been yet."

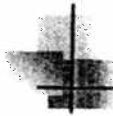
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## Consumer Reaction to Pure Michigan

"It makes me proud to be a resident."

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## Consumer Reaction to Pure Michigan

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"Thanks from a proud Michigander!"

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## Consumer Reaction to Pure Michigan

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"It makes me proud to be from this State!"

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